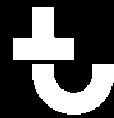




A GAP BETWEEN

People within construction



And their real problems



Vision

**Trackunit is committed
to bridge the gap
between the people
within construction
and their real problems**

Trackunit



Mission

Trackunit is dedicated to challenge the status quo by introducing technology and services to all parts of the ecosystem from operator to OEM.

Trackunit accelerates the industry into new innovative and yet unknown dimensions.

Trackunit

Years

June 1998 - 2017

14

Daily users

8.500

Active units

230.000

Costumers

7.000

Employees

120

Today, Trackunit is the leading supplier of fleet management solutions across the globe, operating out of our eight offices worldwide.

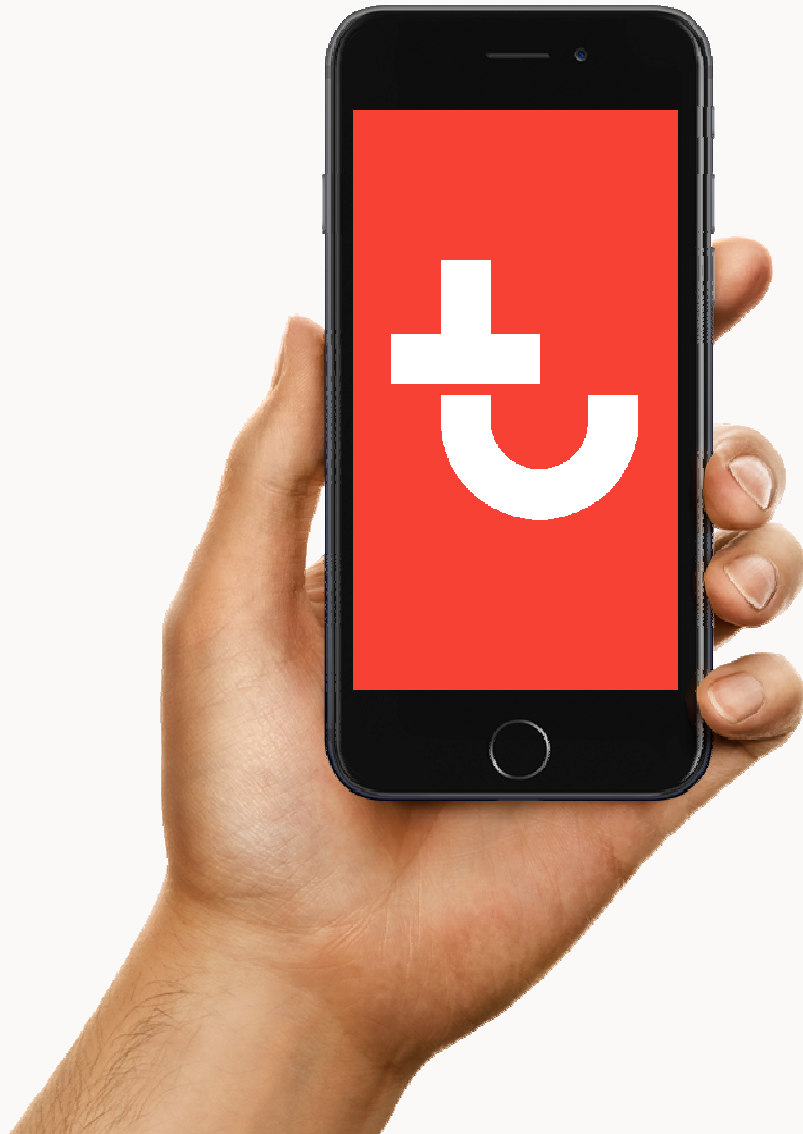
Trackunit



THE WORLD IS CONNECTING

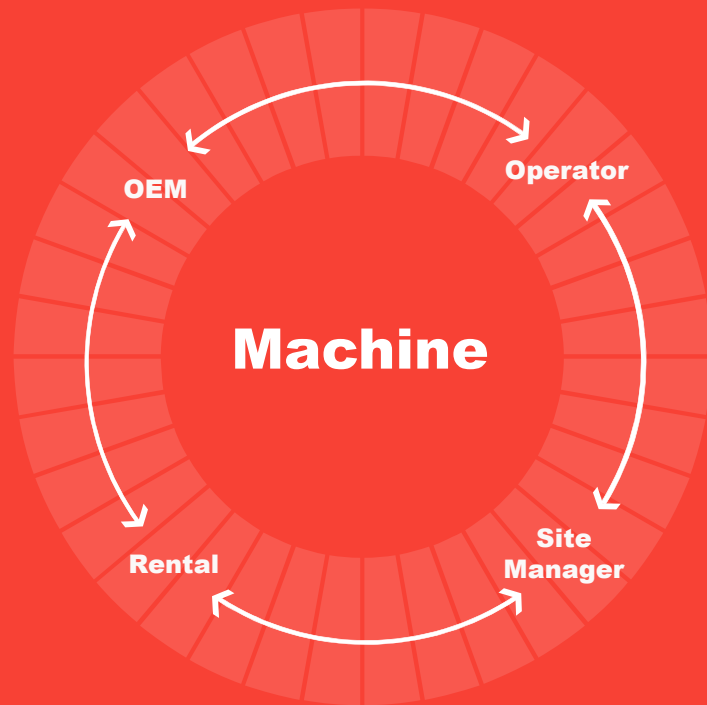
3D VFX + MOTION GRAPHICS

Trackunit



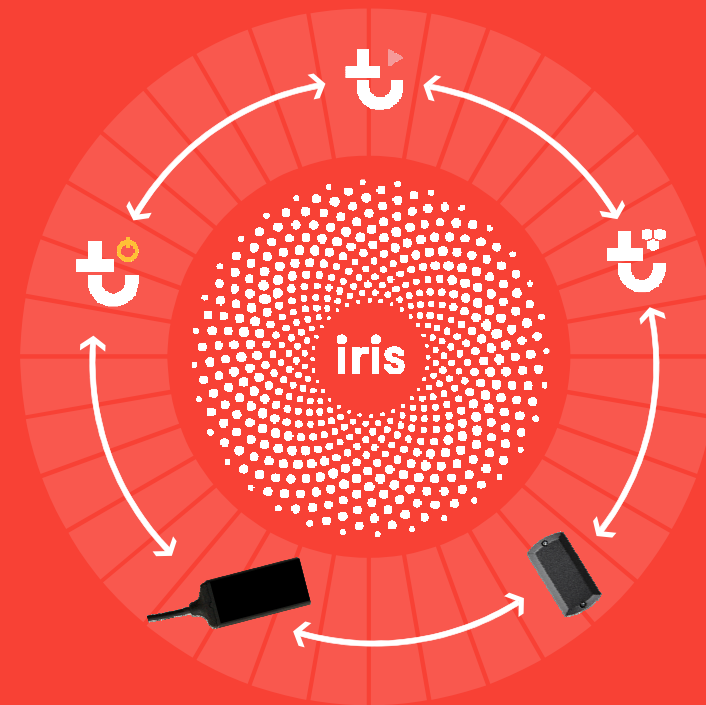
We believe we can accelerate
productivity and cost efficiency
by providing...

**The right tools
that can rocket the
entire industry into
the digital age.**



Trackunit

Ecosystem

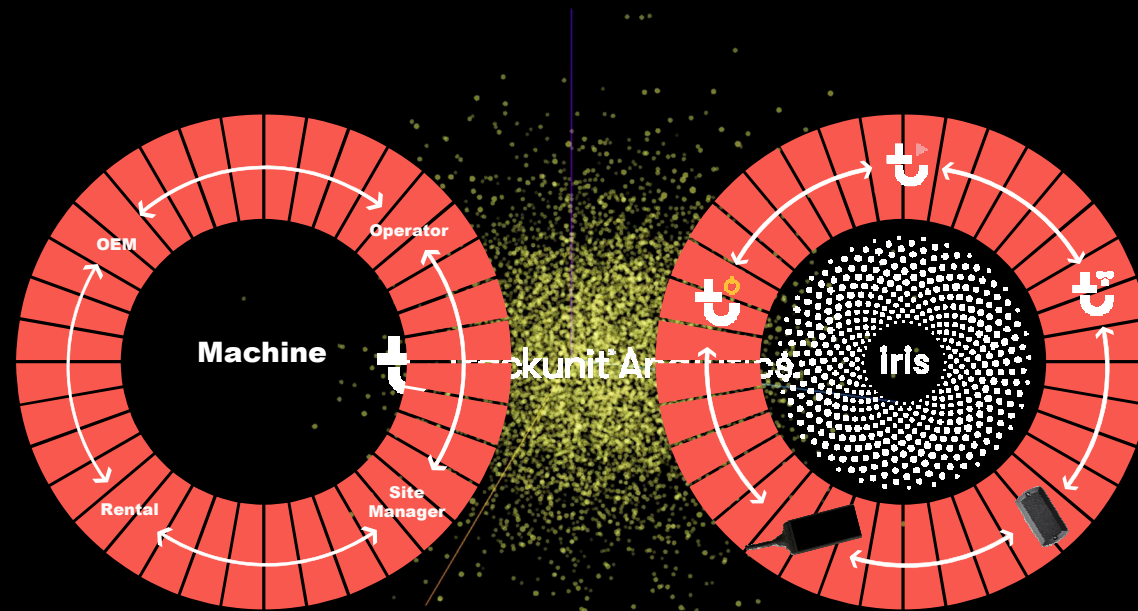


Trackunit



With Trackunit Analytics we want to connect, transform and enrich data from the entire ecosystem to **empower organizations via customized insights.**

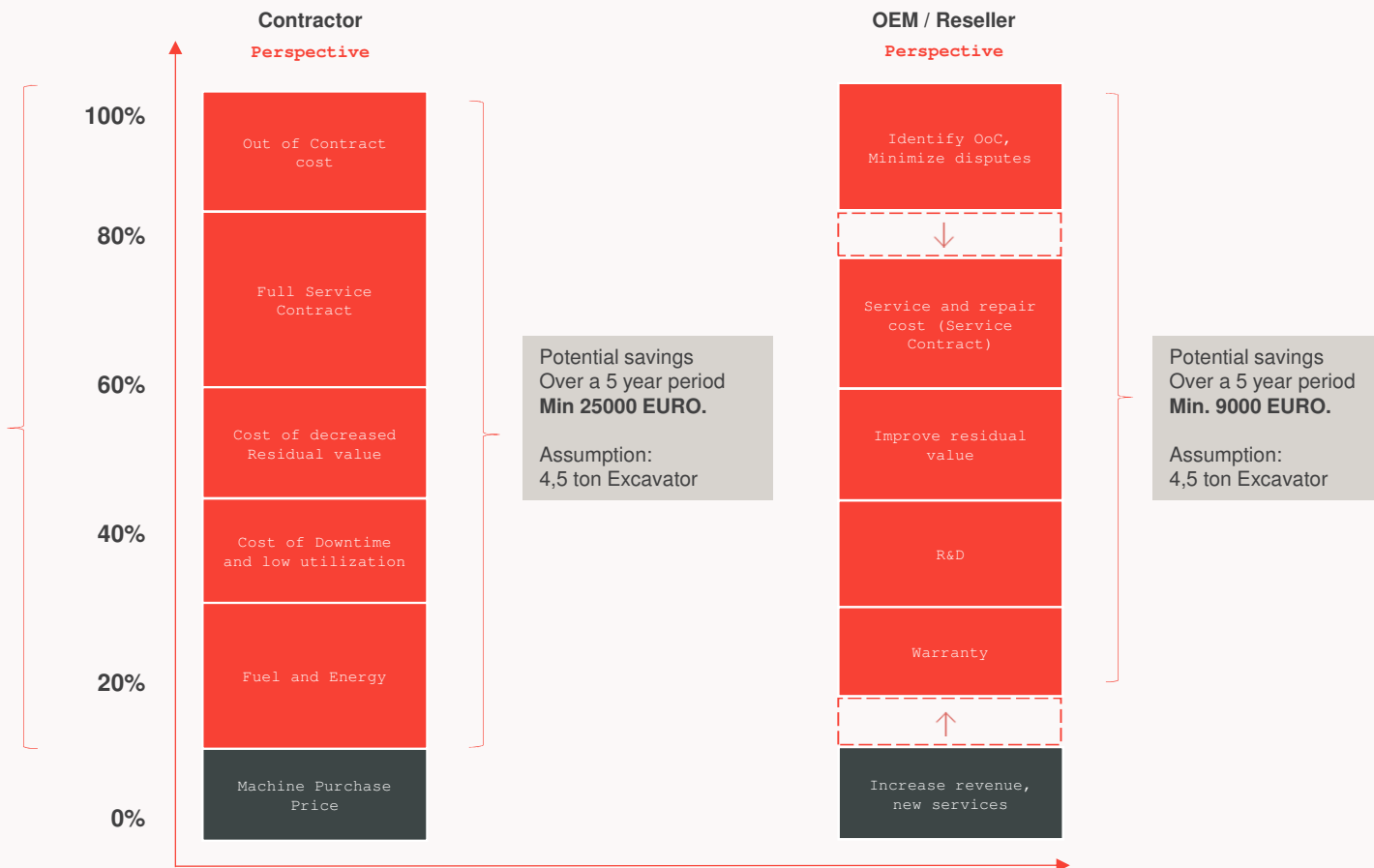
Adding a new dimension





Life Cycle Cost to support machines can range from 5X to as much as 15X the purchase cost of the machine

Investment case and ROI is very short when Life Cycle Costs rise above 5X the machine purchase cost

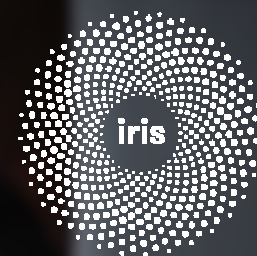




 Trackunit[®]Go

 Trackunit[®]On

 Trackunit[®]Manager





become an lean organization

Speed Wins



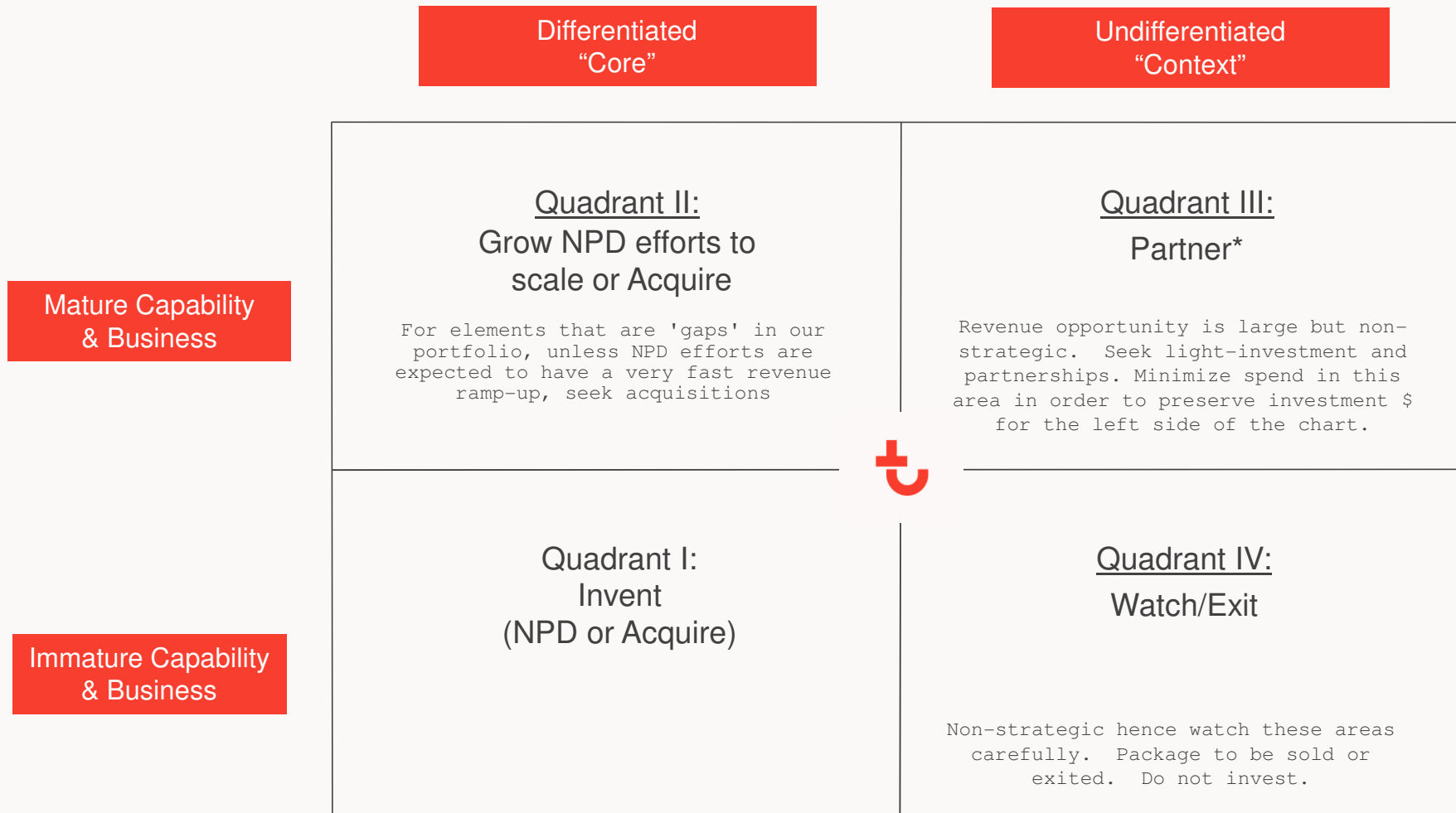


Plan that works

=

Scalable, Repeatable, Business Model

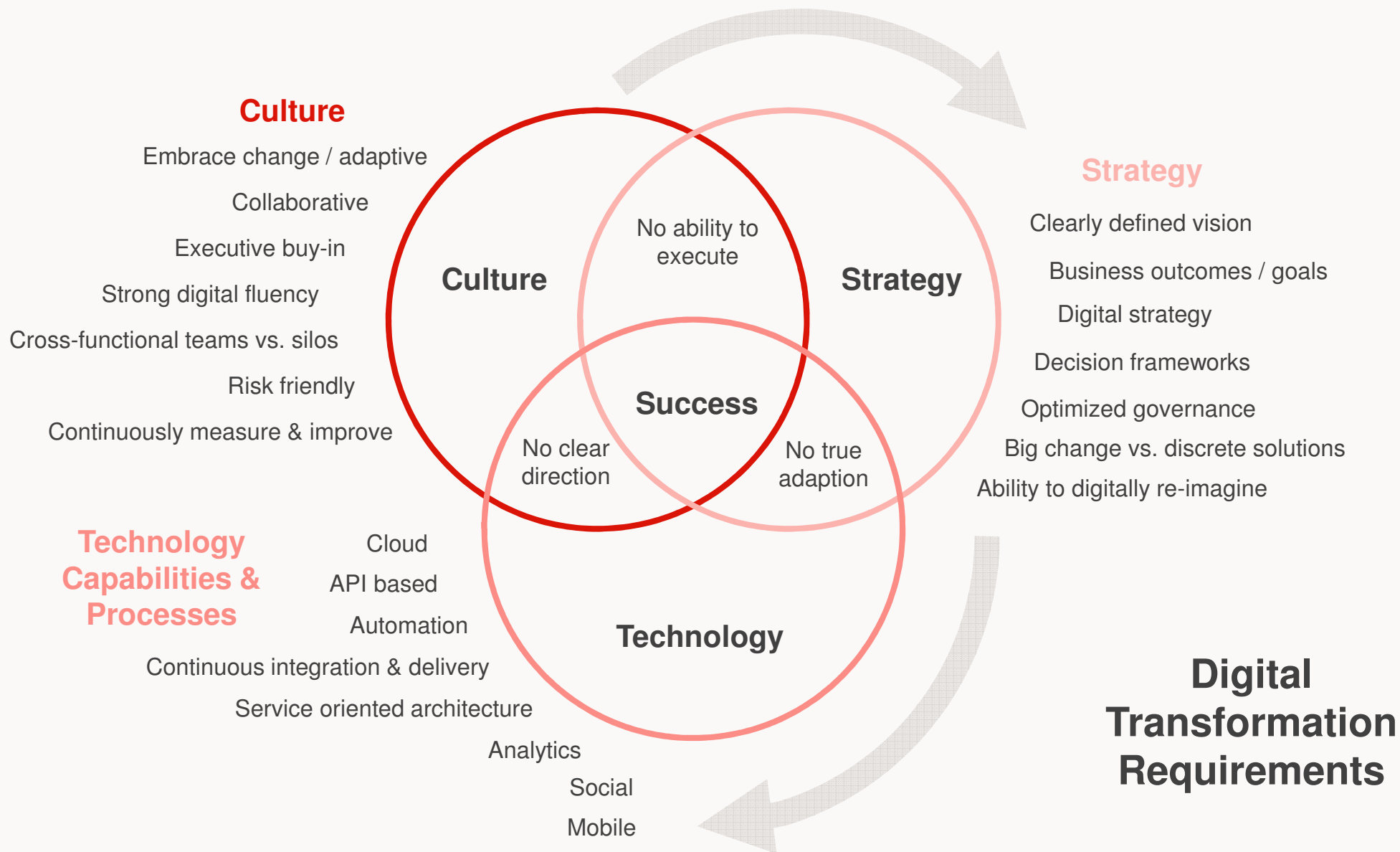
We are on a journey to
become an lean organization
it's everyone's responsibility to get us
there



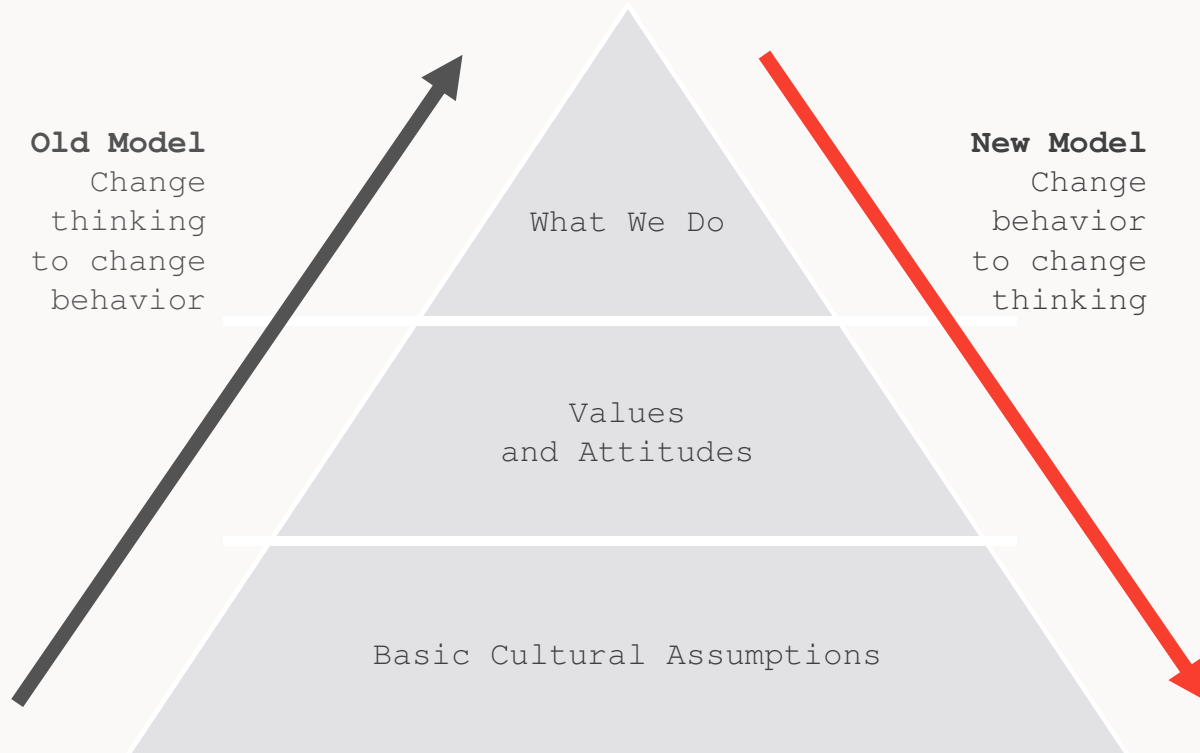
* Investments and acquisitions here are likely to be wasted as it does not support our differentiation angle.



**Digital
Transformation
Requirements**



How to change a culture



“The way to **change culture** is to change the observable data of an organization, which include **what** people do and **how** they behave. Anyone wanting to change a culture needs to **define** the **actions** and **behaviors** they desire, then **design** the **work** processes that are necessary to reinforce those behaviors.”

Product/Market Fit is the
first thing that matters

8/10

products
startups fail

TOP 10

STARTUP MISTAKES

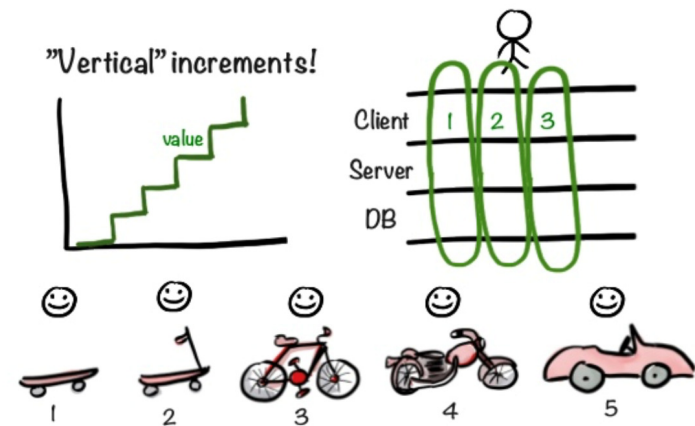
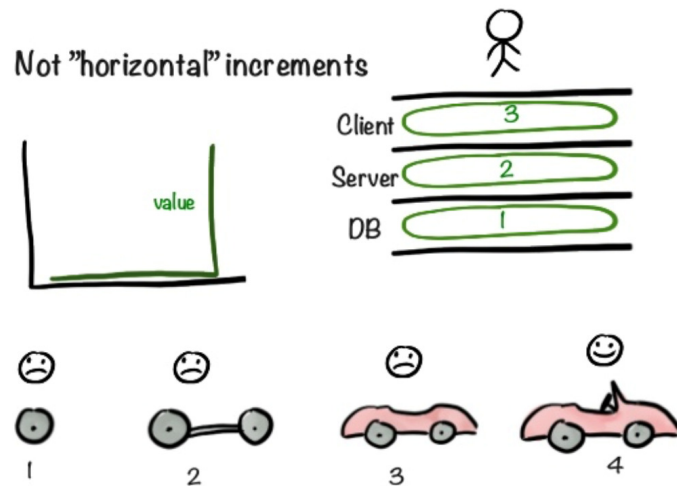


2014



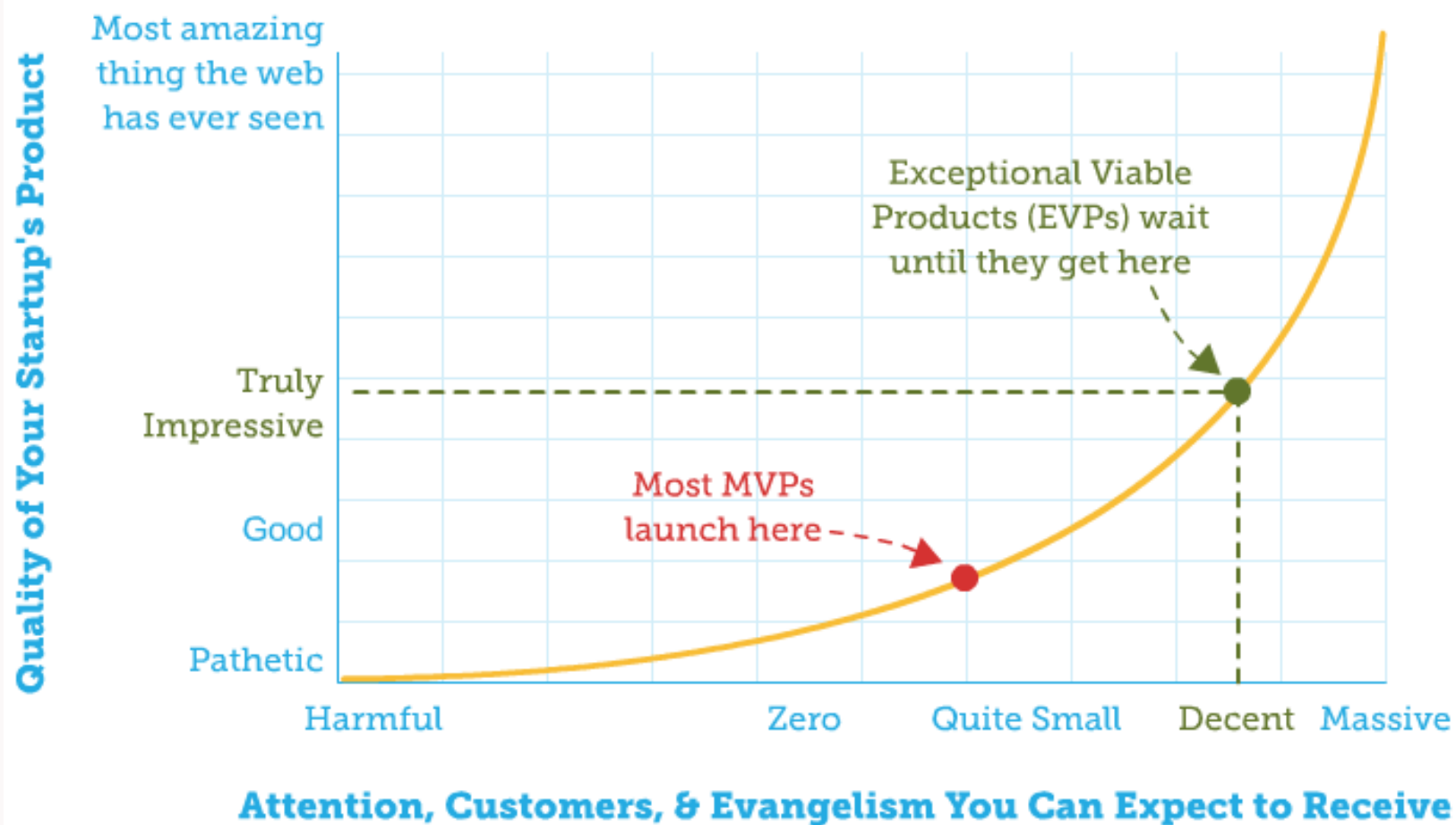
Minimum Viable Product

A Minimum Viable Service is a service with just enough features to satisfy early customers, and to provide feedback for future development





The Value of Launching an Exceptional Product vs. an MVP



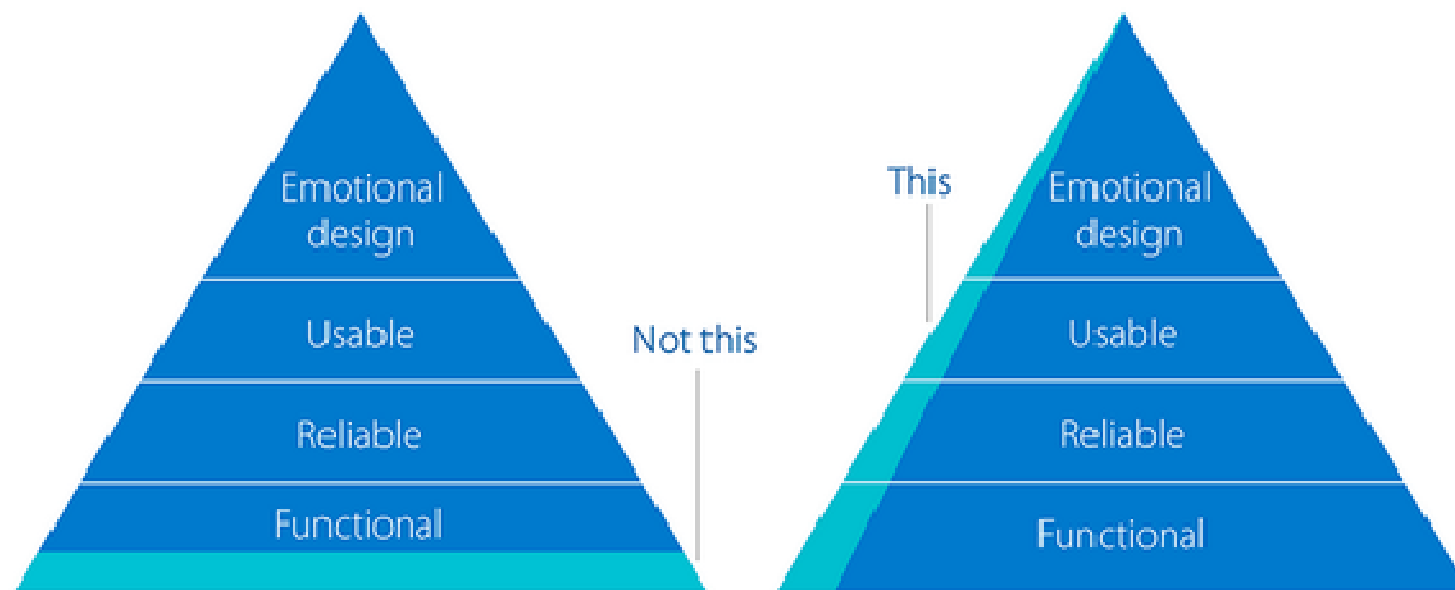
Area	Prototype	MVP
Purpose to	Test feasibility and proof of concept	Maximize validated learning for the least effort
Focus is	Presentation to stakeholders	Deployment into production
Features include	Some that may be discarded in the MVP	Basic and functional
Designed for	Small audiences – often stakeholders	Sizable customer groups
Legacy	Discarded after testing	1 st version of a complete solution
Feedback sought on	Product concept and idea	Product features and functionally
Composition may include	Mock-up, video, presentation	A functional basic product
Customer value	Demonstrates promised value	Delivers tangible initial value
Timing - Built when	Business case and product unproven, insufficient funds, risks unknown	Business case and product sound, sufficient funding, minimal risks
Testing	Market need	Product solution
Revenue	Not for sale	Sold to early adopters

Prototyping





Minimum Viable Product



 @jopas

September 2014 | With compliments to Aaron Walter

Design Sprint



SET THE STAGE



MONDAY: UNPACK



TUESDAY: SKETCH



WEDNESDAY: DECIDE



THURSDAY: PROTOTYPE



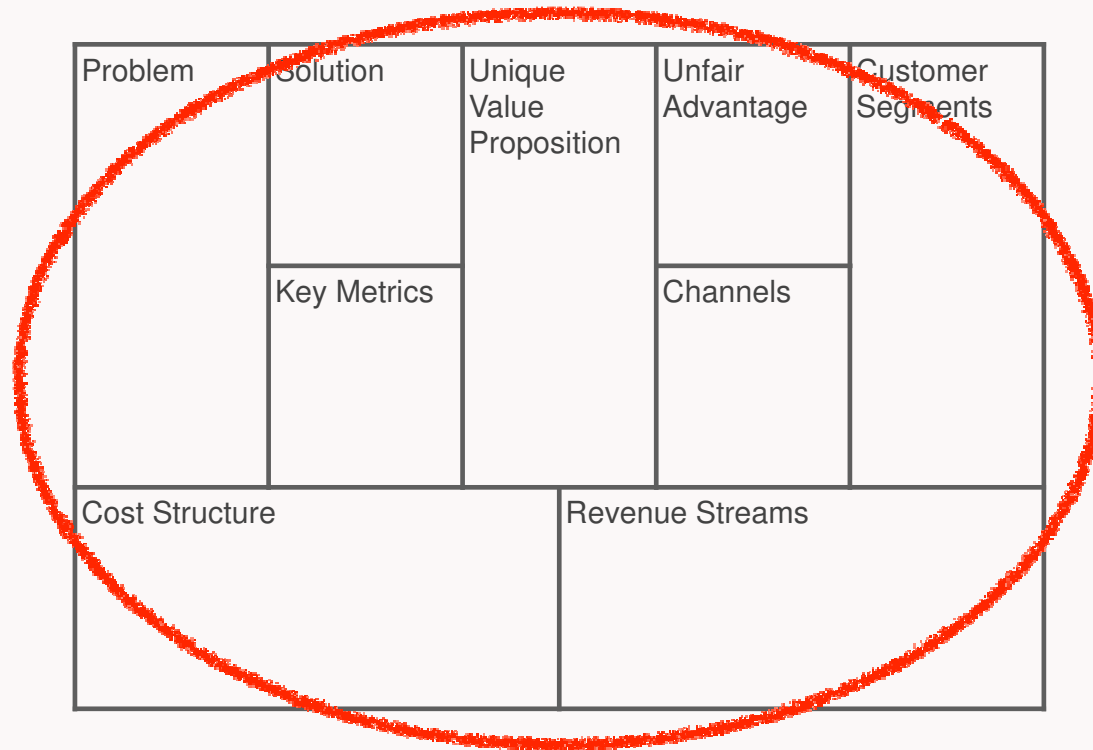
FRIDAY: TEST



www.gv.com/design/

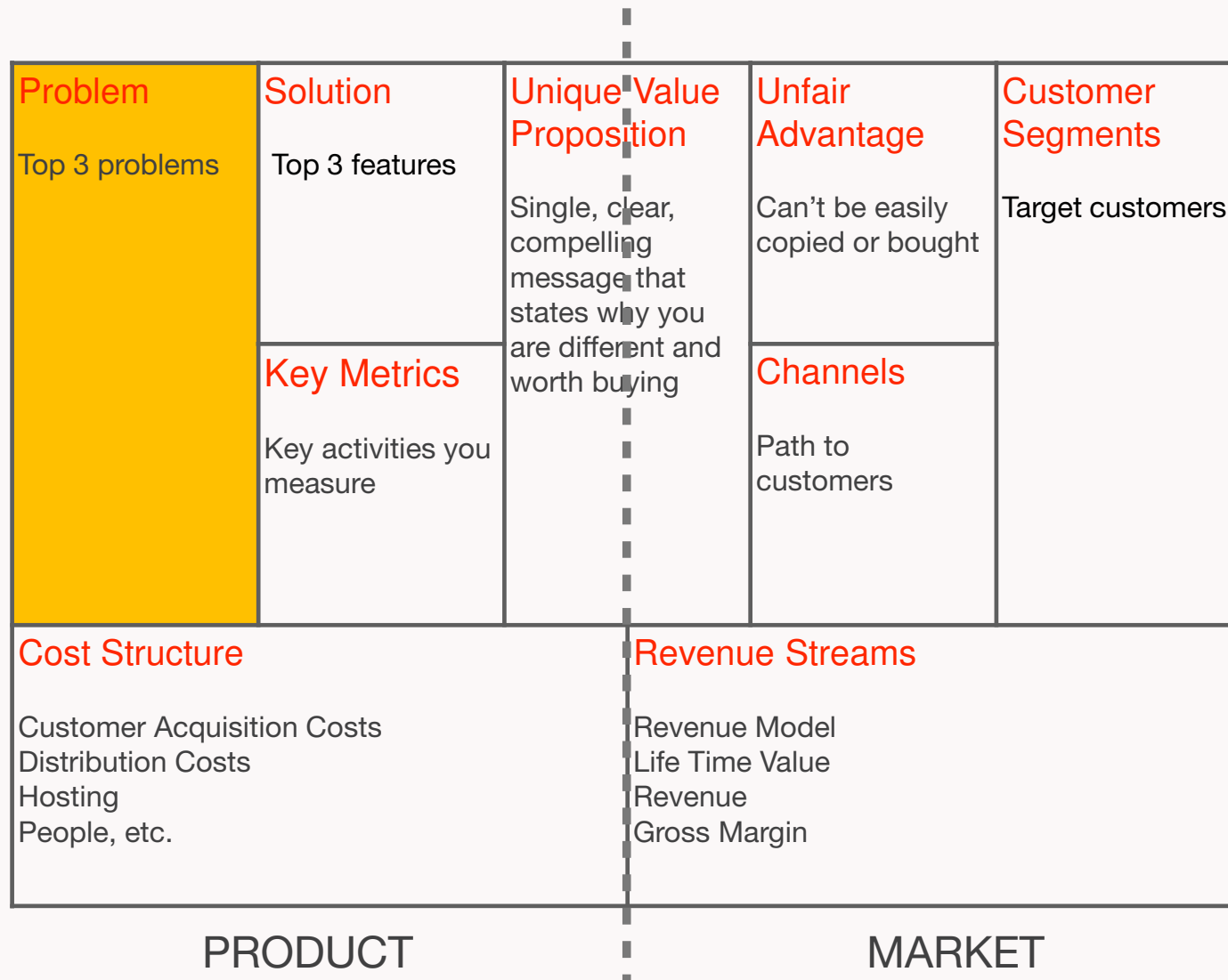
Your “MVP” is
NOT the product

Your “business model” IS the product



Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear, compelling message that states why you are different and worth buying	Unfair Advantage Can't be easily copied or bought	Customer Segments Target customers
	Key Metrics Key activities you measure		Channels Path to customers	
Cost Structure Customer Acquisition Costs Distribution Costs Hosting People, etc.		Revenue Streams Revenue Model Life Time Value Revenue Gross Margin		

Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear, compelling message that states why you are different and worth buying	Unfair Advantage Can't be easily copied or bought	Customer Segments Target customers
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Cost Structure Customer Acquisition Costs Distribution Costs Hosting People, etc.			Revenue Streams Revenue Model Life Time Value Revenue Gross Margin	



Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.

APC Culture of Problem Solving



The customer is not always right in what they say they want, but the customer is always right in demanding to be given what they need.

APC Design Philosophy

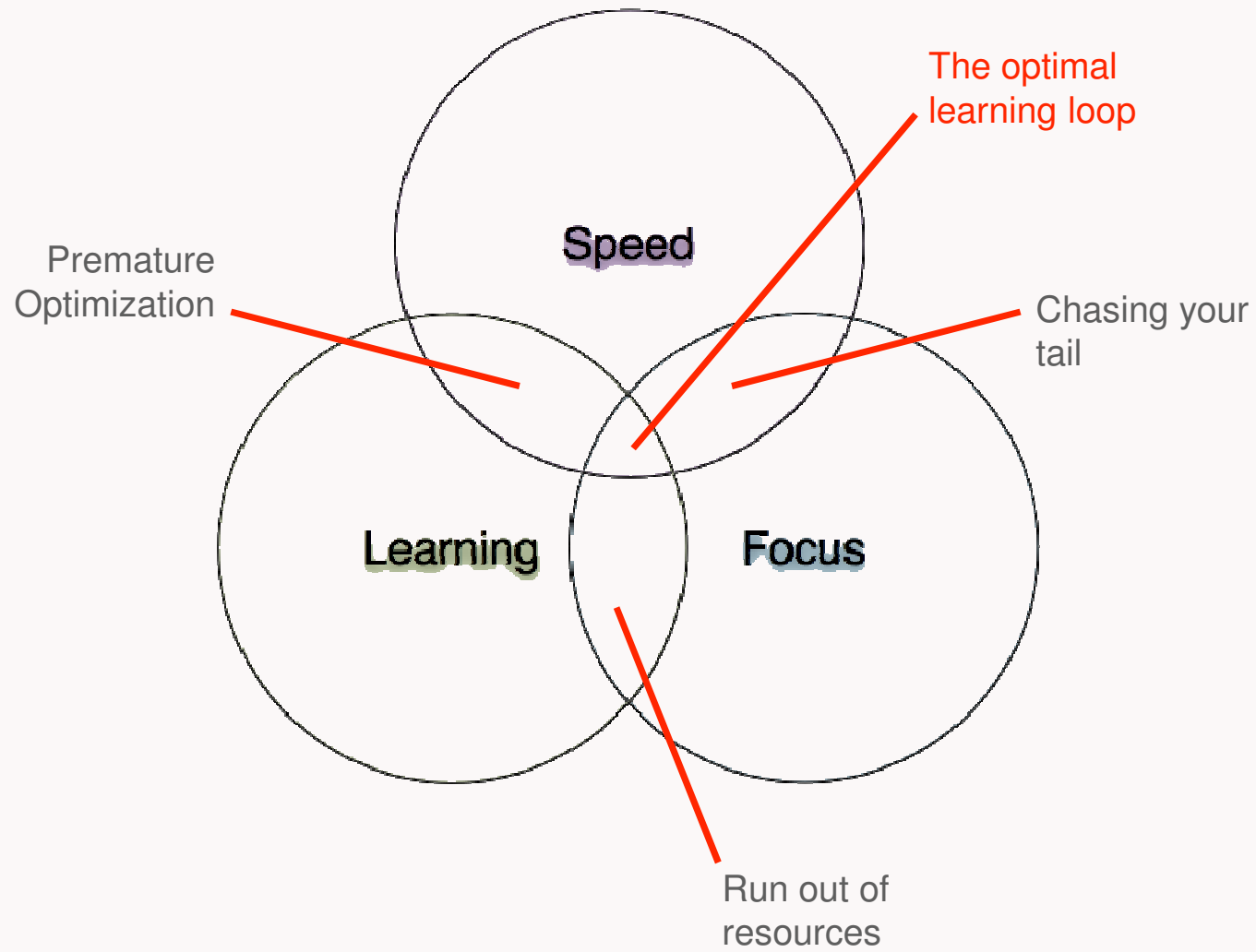
Lean Startup is a systematic process for
iterating from Plan A to a plan that works
before we run out of time.

Speed Wins

If we can reduce the time between pivots

We can increase our odds of success

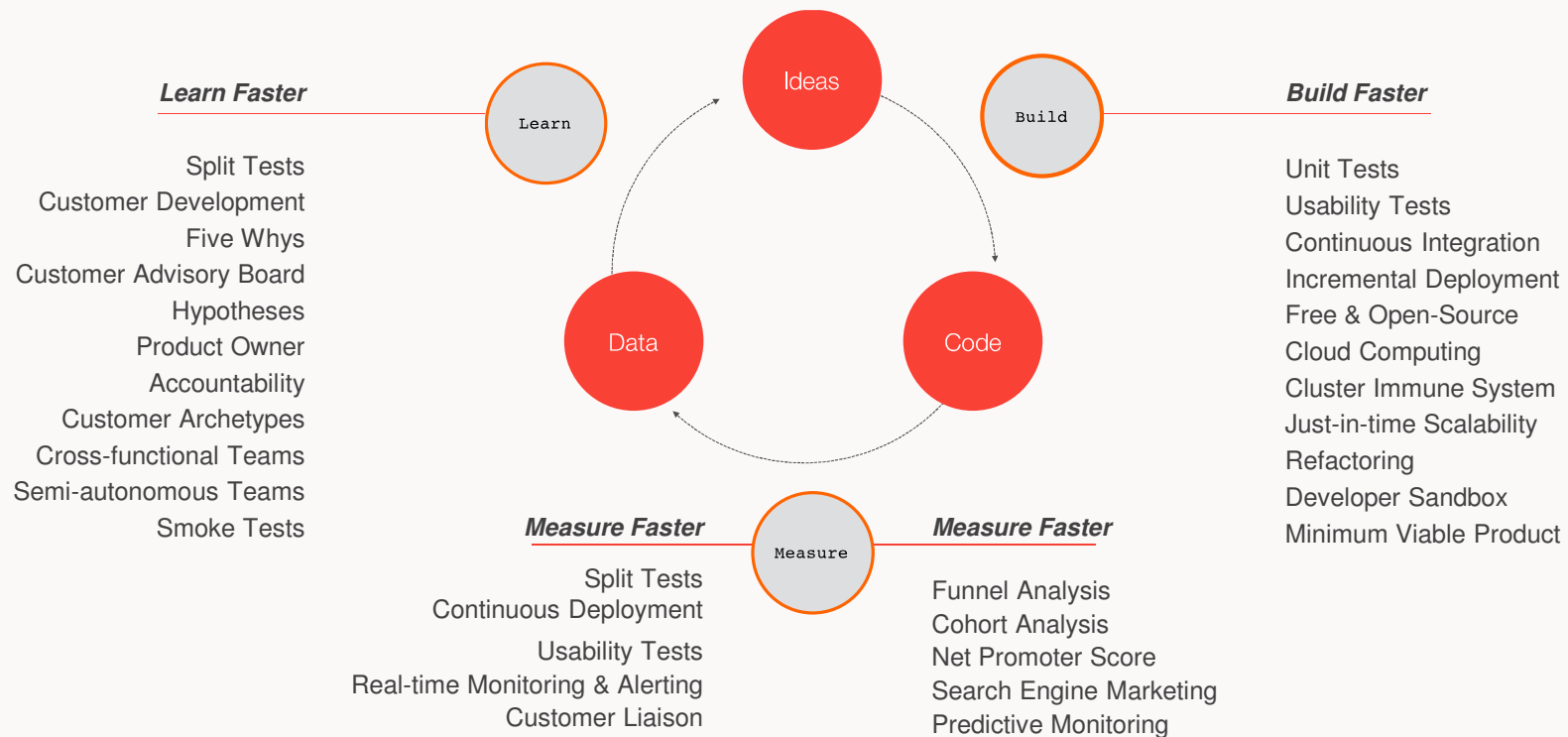
Before we run out of money



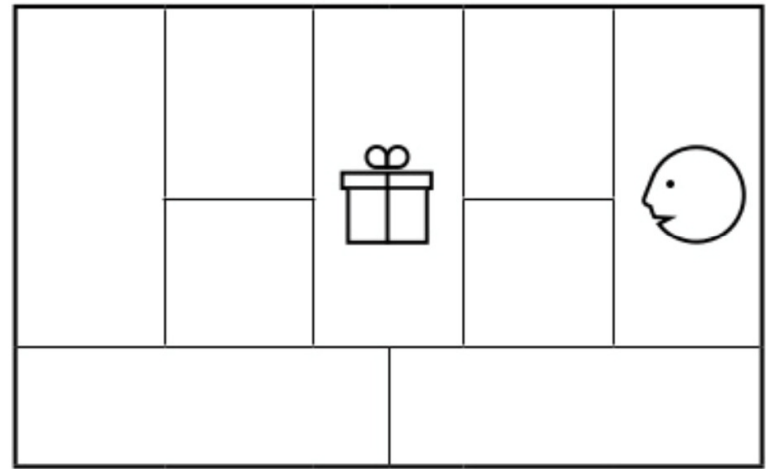


From agreement to market launch in 24 weeks using proven lean start-up methods

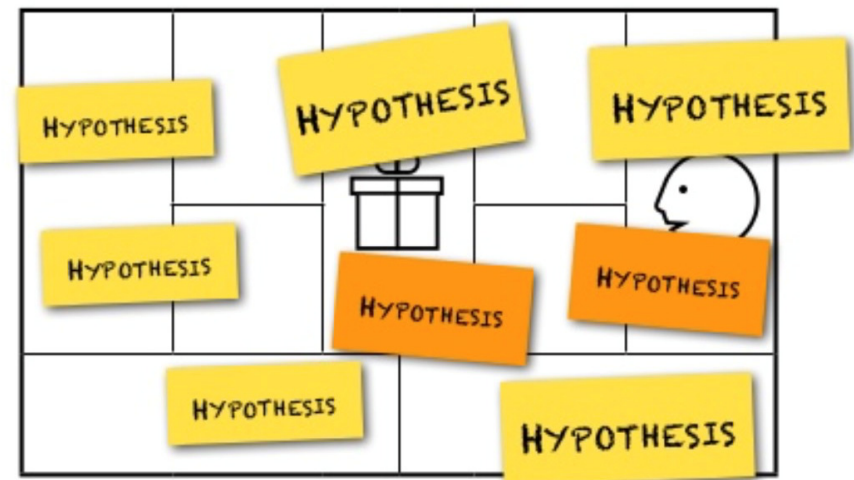
Fast wins: If we can reduce the time between pivots, we can increase our odds of success before we run out of money



a business model or
a value proposition
might look great
on paper...



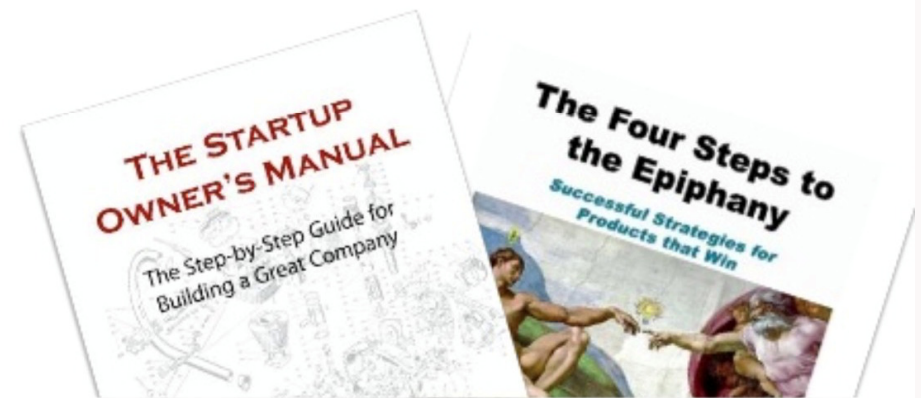
but really it's
a set of hypotheses

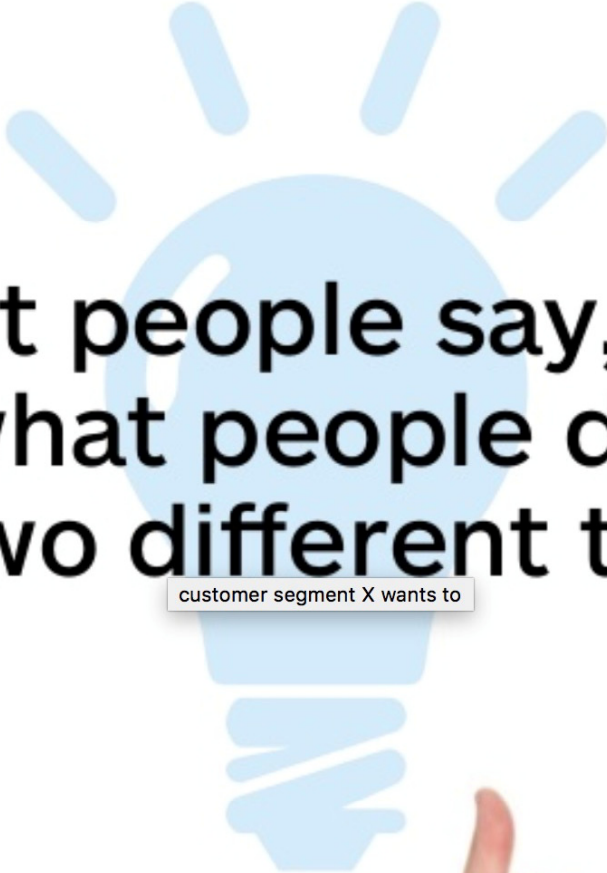




“there are no facts in the building... so get the hell out and talk to customers”

– Steve Blank, entrepreneur & author





**What people say, and
what people do
are two different things**

customer segment X wants to



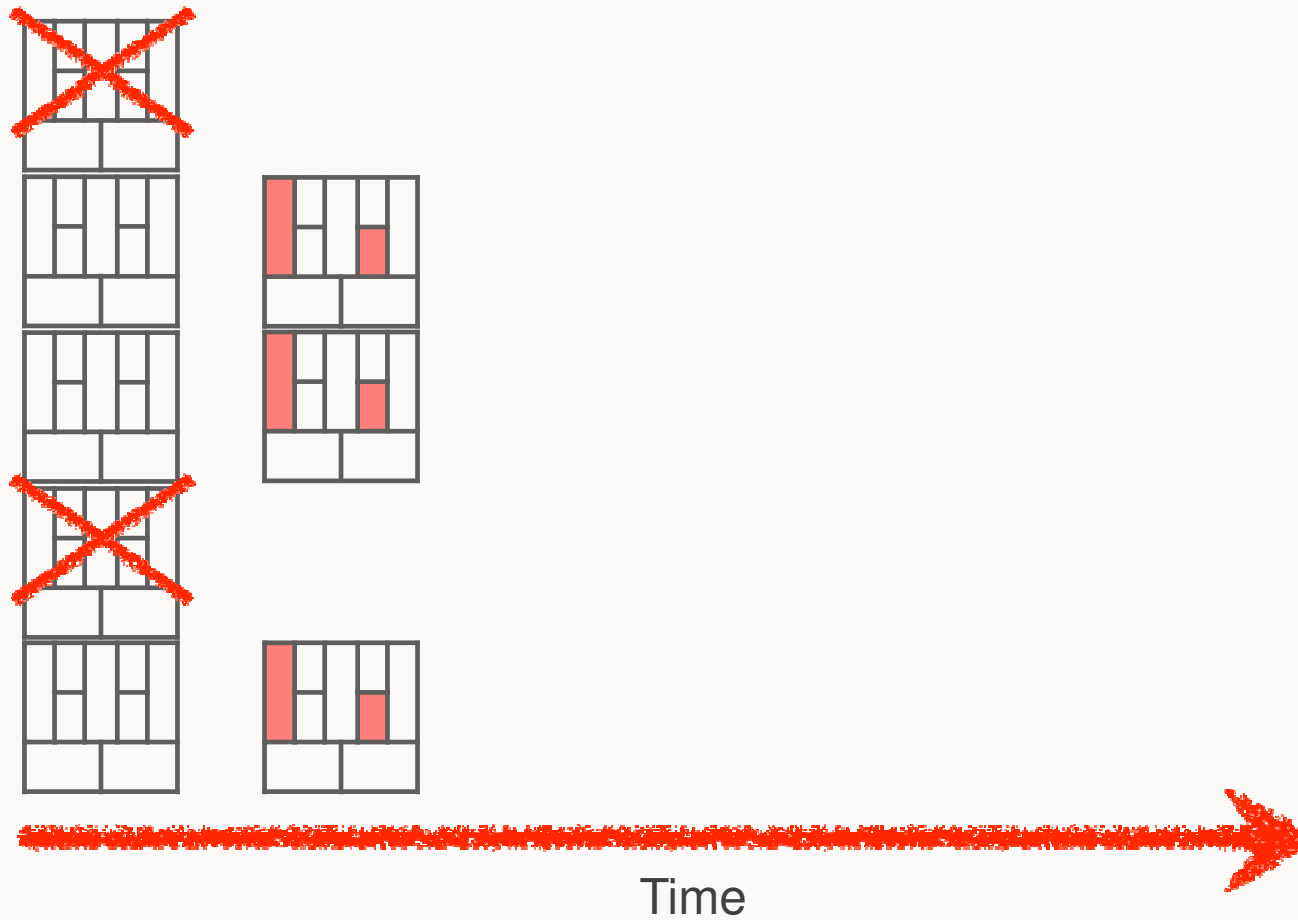
**What people say, and
what people do
are two different things**



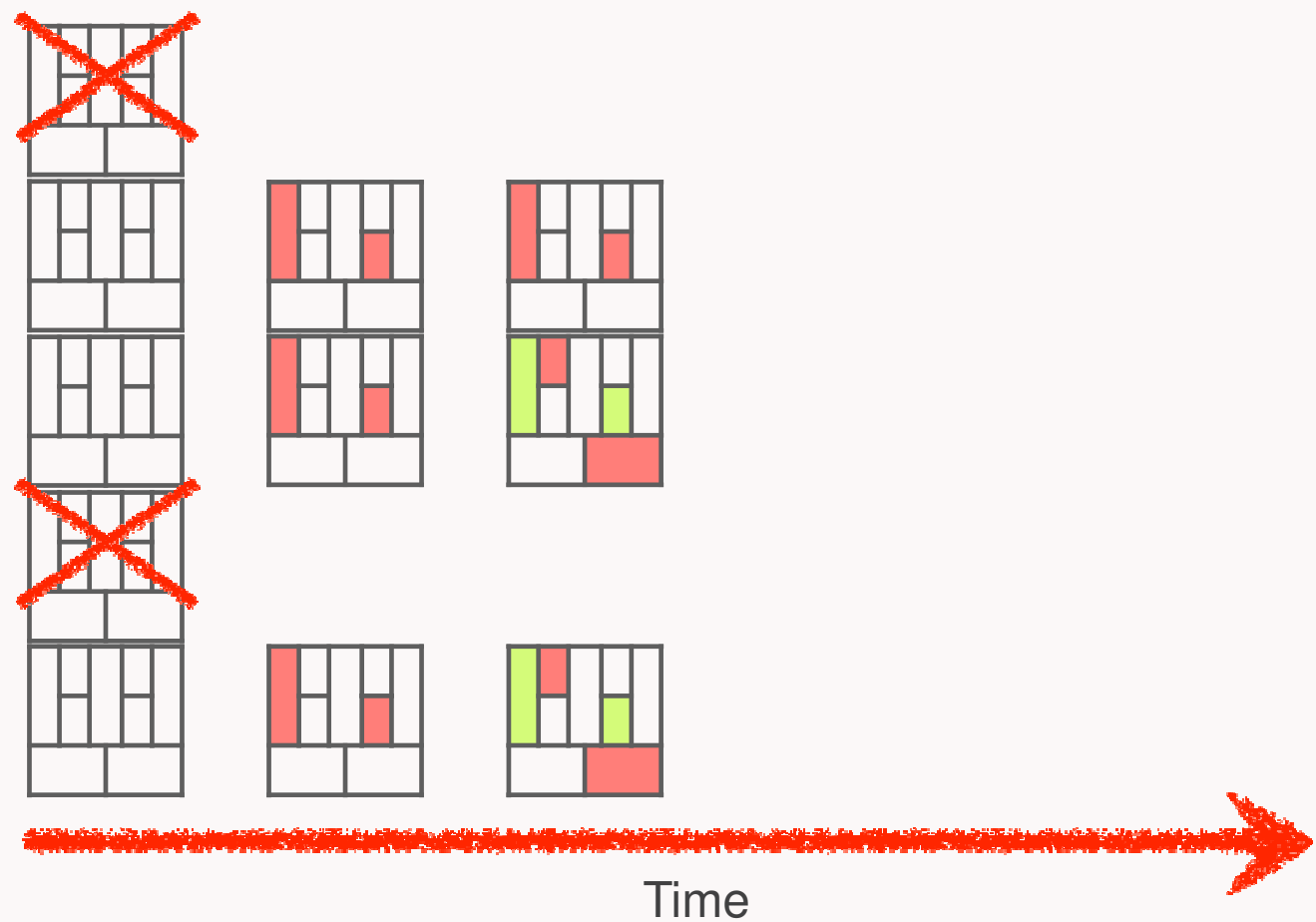
Test Card		Strategyzer
Test Name	Deadline	
Assigned to	Duration	
STEP 1: HYPOTHESIS		
We believe that	customer segment X wants to save 20% on sales process	
STEP 2: TEST		
To verify that, we will	talk to 40 potential customers and give them a trackable link with more information	
STEP 3: METRIC		
And measure	how many of the interviewees clicked on the follow-up link	
STEP 4: CRITERIA		
We are right if	50% clicked the link	

Copyright Business Model Foundry AG The makers of Business Model Generation and Strategyzer

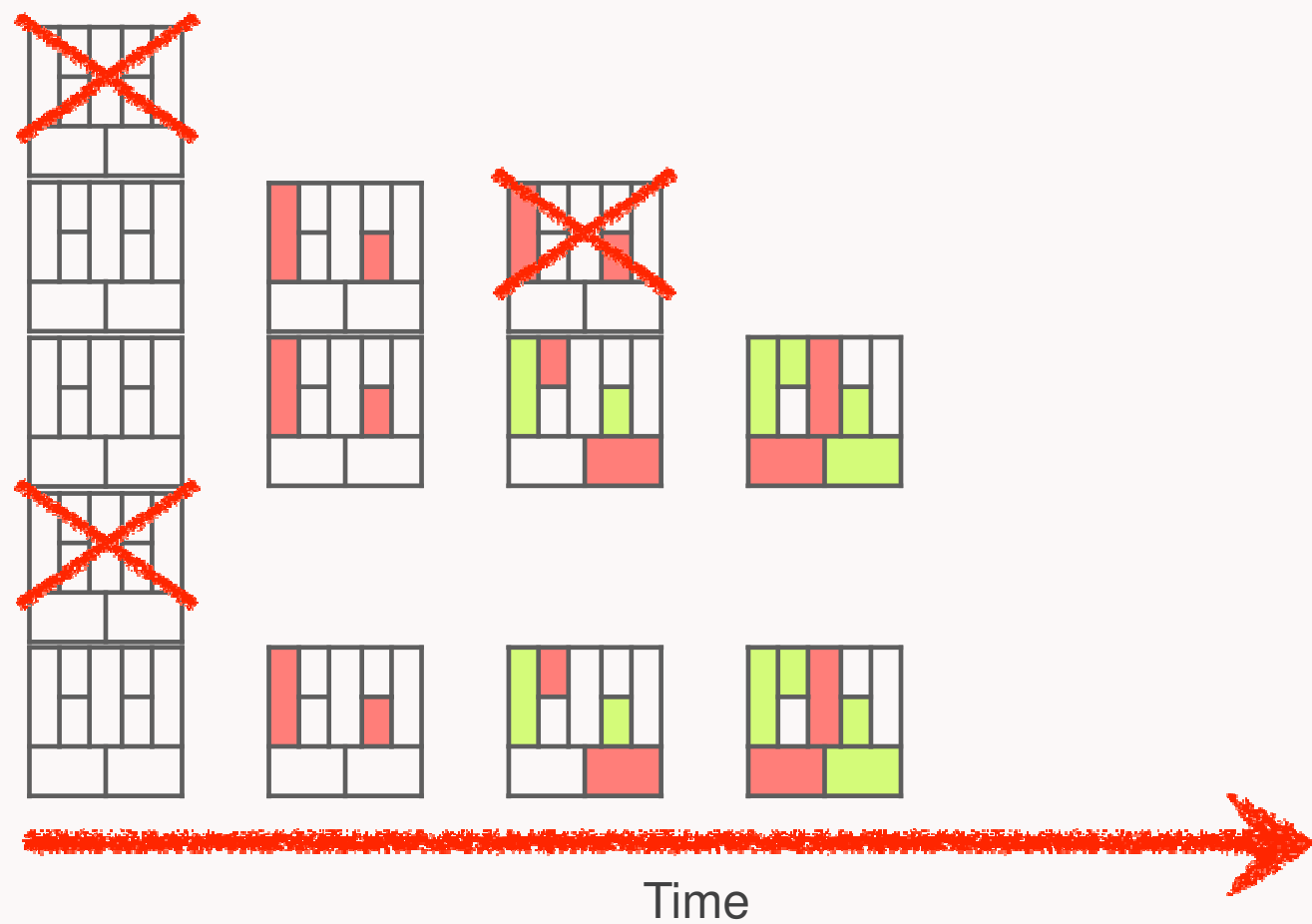
Systematically test your model



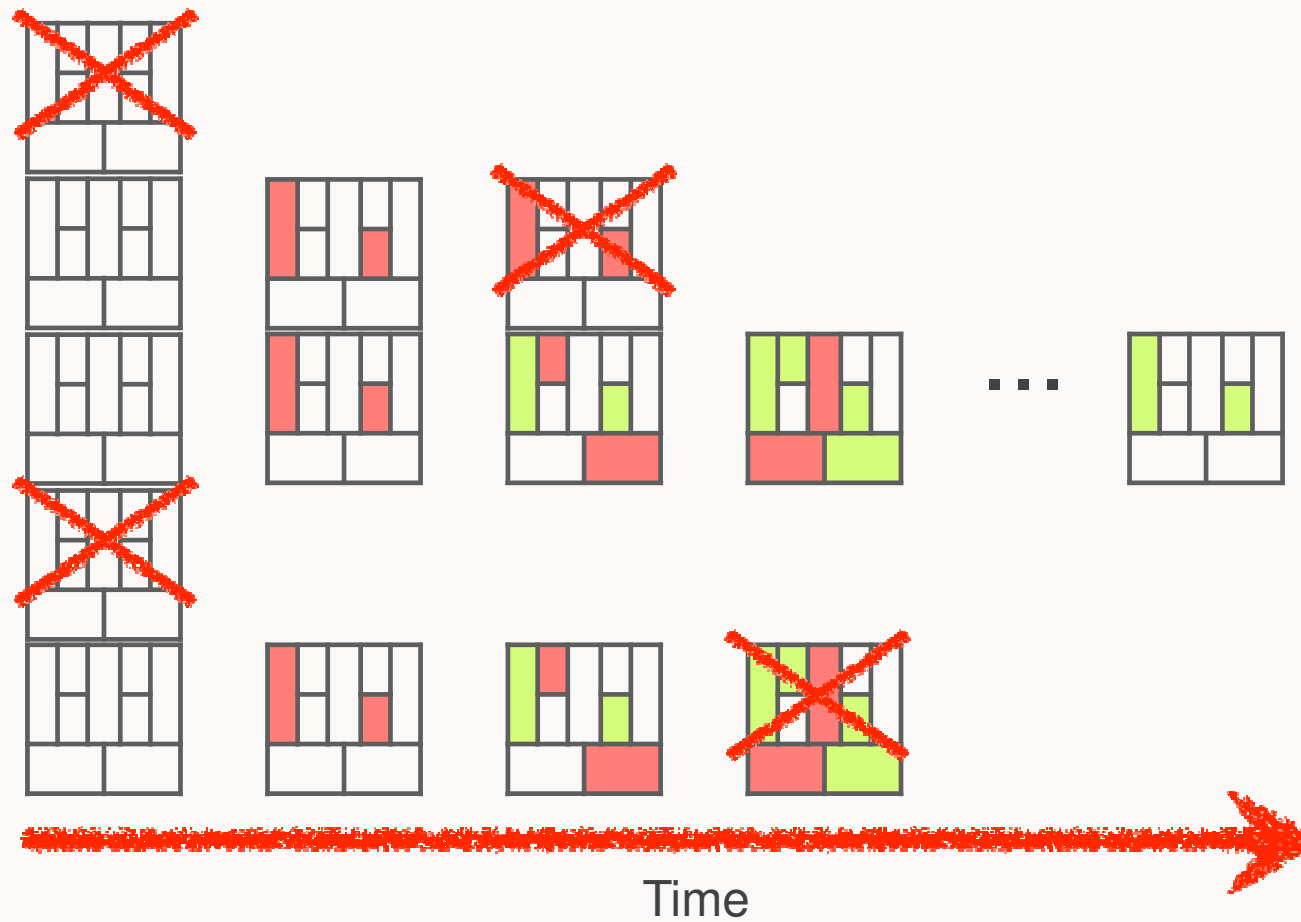
Systematically test your model



Systematically test your model

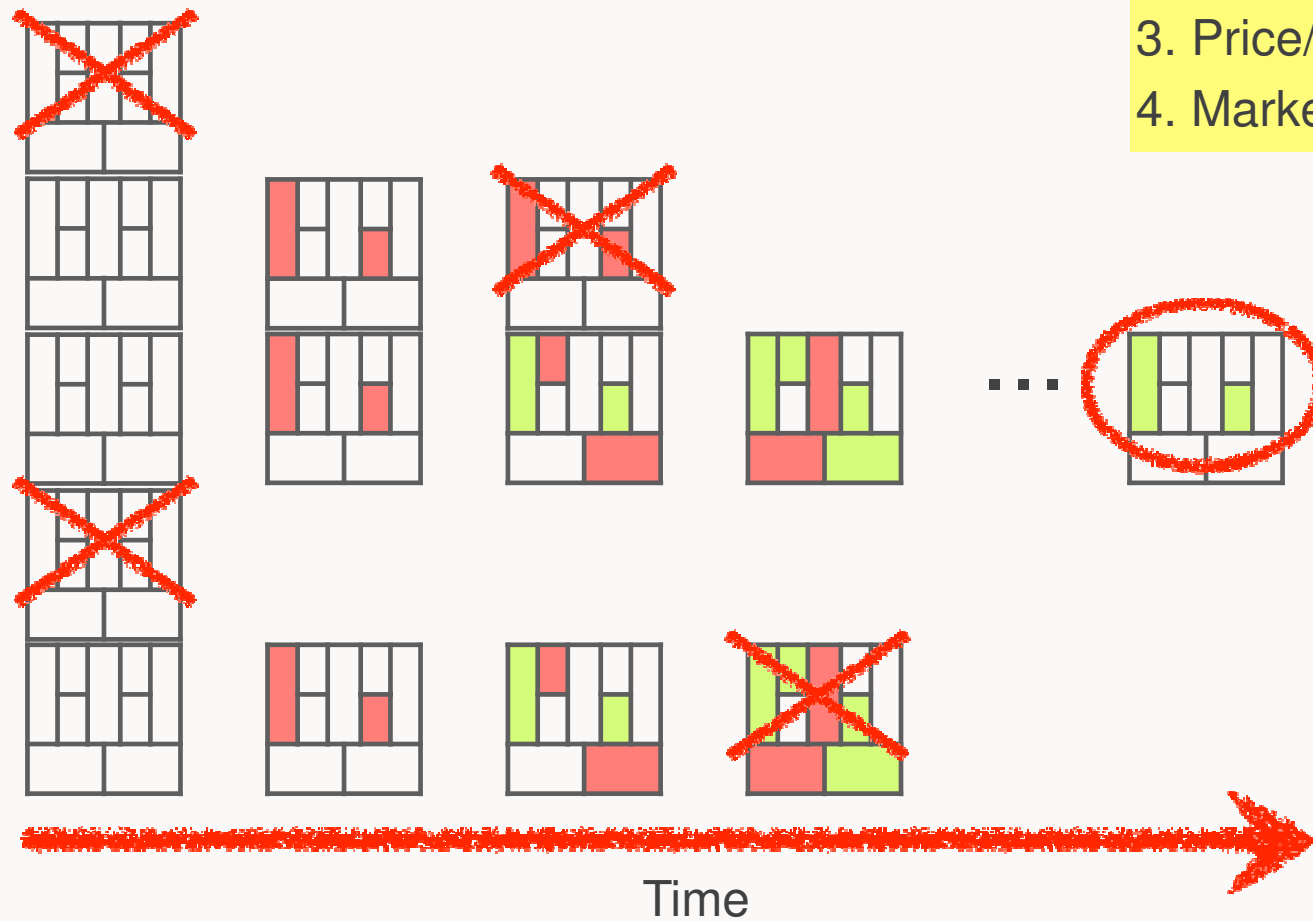


Systematically test your model

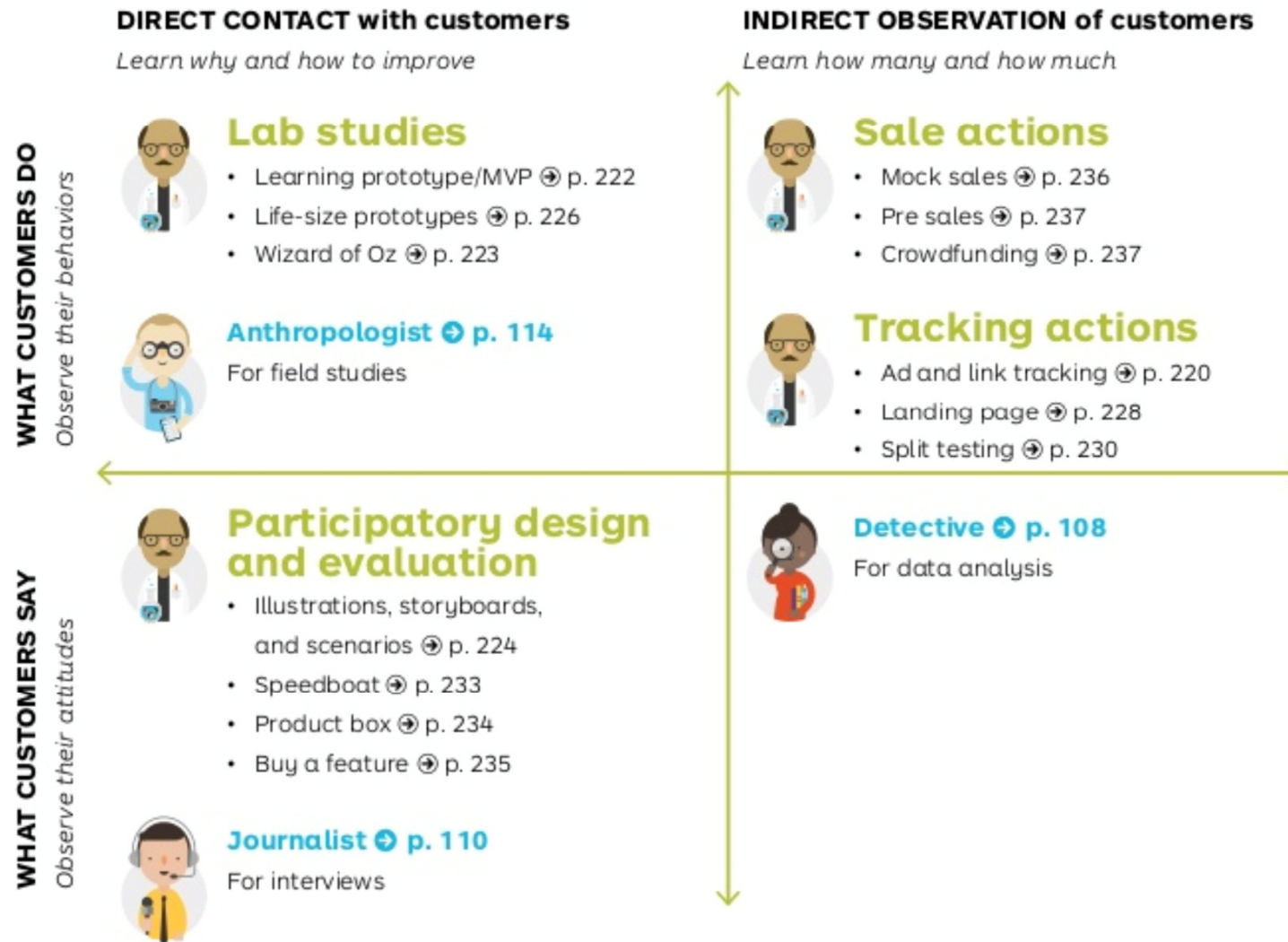


Systematically test your model

1. Customer Pain Level
2. Ease of Reach
3. Price/Gross Margin
4. Market Size



A mix of experiments





Plan that works =
Scalable, repeatable, business model



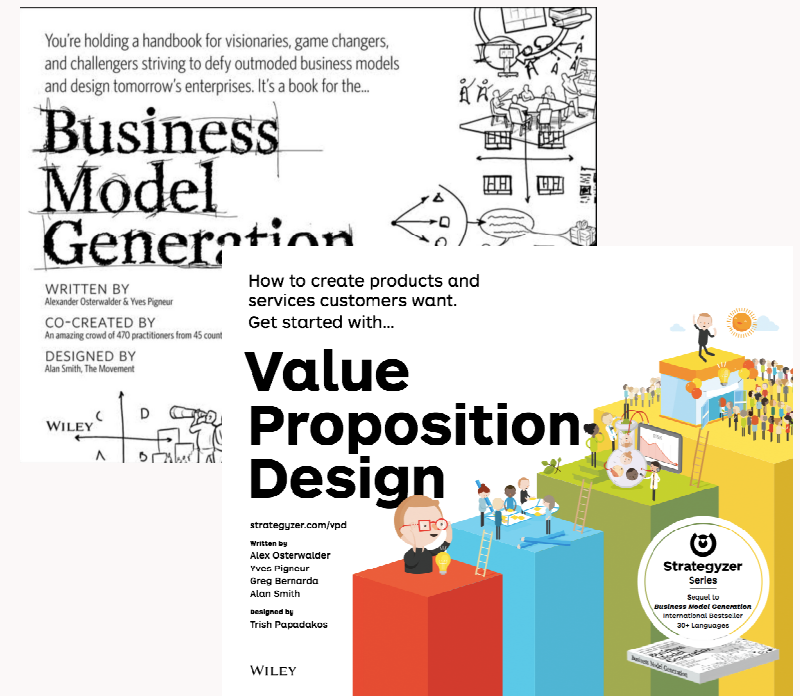
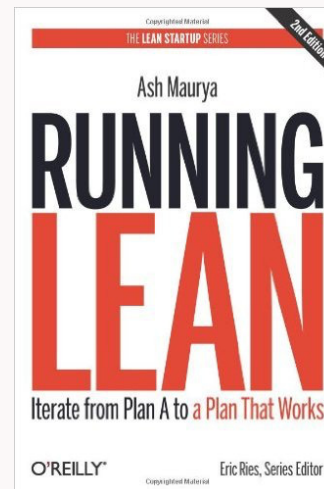
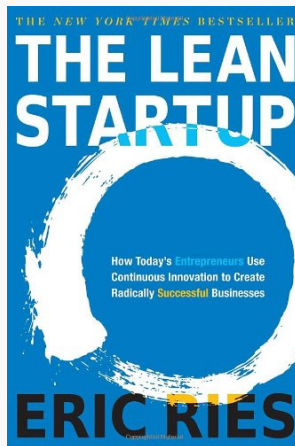
Focus: Validated
Learning
Experiments: Pivots
Terrain: Qualitative

Focus: Growth
Experiments: Optimizations
Terrain: Quantitative

Development of key principles

- We are on a journey to **become an lean organization**, it's everyone's responsibility to get us there
- Product/Market Fit is the **first thing that matters**
- Lean Startup is a systematic process for **iterating** from **Plan A** to a **plan that works** before we **run out of time**.

Language & concepts from





Let's connect



